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## **International Hardware Fair Italy welcomes BricoNight on May 5, 2027, and strengthens a collaboration that supports and promotes the growth of the DIY and Home Improvement sector**

### **MADE4DIY enters into a partnership with Koelnmesse Italia to create an event that generates new synergies.**

It's time for strategic alliances in the hardware DIY and garden sector. After the announcement of the collaboration between Collins and Koelnmesse Italia for Buyer Point, a new agreement comes to life between MADE4DIY and Koelnmesse Italia, in relation to the evening networking event that has been bringing together all the major players in the sector since 2019: BricoNight.

The project aims to create, in the Italian market, an internationally significant trade fair capable of bringing together all operators in the DIY and Home Improvement sector and engaging the most important international buyers in a single event.

Therefore, for BricoNight and the two subsequent editions in 2029 and 2031, the organisers have joined forces to ensure exhibitors the presence of delegations of international buyers, for whom a comprehensive incoming programme will be implemented.

**Thomas Rosolia, CEO of Koelnmesse Italia, stated:** "Today more than ever, the industry needs strong alliances and places where companies can find concrete tools to grow. With this agreement, we are building the third edition of International Hardware Fair Italy, an authoritative and unmissable event for the entire supply chain, designed to provide vision, foster relationships and create development opportunities. The partnership with BricoNight and Buyer Point creates the only platform in Italy dedicated to hardware and technical DIY, designed for distributors and qualified professionals, helping to give new boost to the sector and consolidate its development."

**Marco Orlandelli, President of MADE4DIY, added:** "As President of the MADE4DIY Consortium, I consider the agreement with Koelnmesse/IHF Italy a very important step in further strengthening BricoNight's role as a truly unique event. BricoNight was created with a clear objective: to provide a concrete moment of connection between the distribution world, international buyers and the manufacturing world. During the trade fair day, contacts are naturally more formal and institutional; in the evening, however, the informal nature of the event makes it possible to build new relationships, consolidate existing ones and encourage more direct dialogue among companies, operators and industry partners.

MADE4DIY and Koelnmesse/IHF Italy share the same goal: to give greater strength to an event capable of creating value for the entire DIY and Home Improvement sector, bringing companies, distributors and qualified operators to Bergamo for a single major moment of exchange.

We are working with great commitment to ensure that BricoNight becomes a benchmark event for the industry, offering MADE4DIY members significant benefits in terms of visibility, networking and new business opportunities. I am convinced that this collaboration represents a concrete opportunity to enhance the role of member



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companies, strengthen relationships with distribution, and contribute to the growth of an event that can become increasingly central to our sector.”

International Hardware Fair Italy thus consolidates its role within the professional landscape, becoming a highly anticipated event for companies, buyers and distribution operators. The trade fair stands out for its ability to combine exhibition, content and networking, offering an effective setting to understand market dynamics and develop new business opportunities. With BricoNight, it also integrates an equally established event designed to foster valuable connections and expand opportunities for exchange among companies, buyers and distribution operators.

**Koelnmesse - industry trade fairs for the hardware industry:** Koelnmesse is the global market leader for events in the tools and hardware sector. Cologne is home to the EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR, the world's leading trade fair for the industry. Asia-Pacific Sourcing, the largest sourcing platform outside of Asia, also showcases its products there. Koelnmesse is also expanding its international portfolio in key markets. The China International Hardware Show in Shanghai, International Hardware Fair Italy in Bergamo, International Hardware Fair India in New Delhi and El Gran Salón Ferretero in Colombia are tailored events and leading regional trade fairs with international participation. The successful launches of the International Hardware Fair Indonesia in Jakarta and the International Hardware Fair Saudi Arabia in Riyadh in 2025 marked the addition of further events in strategically important growth markets.

**Upcoming events:**

International Hardware Fair Saudi Arabia, Riyadh, 15.-17.06.2026

International Hardware Fair Indonesia, Jakarta, 24.-27.09.2026

**Note for editors:**

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